

Abraham Cedeño



Contact

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Marketing Analyst

Professional with excellent proficiency in platforms for effective data analysis, including SQL, Excel, Power BI, Tableau, and R. Domain knowledge in digital marketing field (social media, PPC, content creation, and SEO). Strong communication, analytical, and teamwork skills. Currently pursuing IBM Data Science Professional Certificate

[View my portfolio](#)

Soft skills

- *Communication
- *Problem Solving
- *Teamwork
- *Learning Tenacity
- *Bilingual

Languages

- *SQL
- *R
- *HTML
- *CSS

Tools

Data Analysis

- *Power BI
- *Tableau
- *MySQL, Big Query
- *RStudio
- *Microsoft Excel
- *Microsoft Power Point

Digital Marketing

- *Google Analytics
- *Facebook Ads
- *Google Ads
- *Klaviyo
- *Shopify
- *Wordpress

Experience

Marketing Analyst

Global Commerce Media GmbH - Internship / Nov 2022 - Feb 2023

Market research

Conducted market research to better understand the audience and their search intent based on data analysis.

Competitor analysis

Collected and analyzed data from competitors to track performance, leading to informed decision-making for our SEO strategies.

Keyword analysis

Analyzed keywords using tools such as Google KW Planner, Google Trends, Ubersuggest, and Answerthepublic resulting in creating more visible content for clients' websites.

Creation of search engine optimized content

Effectively implemented various websites with high-quality, optimized content through data-driven SEO strategies that produced increased Google traffic to clients.

Business Intelligence Analyst

Loquiropty / Feb 2022 - Oct 2022

Identify target audiences

Used data to identify and understand audience interests and demographic characteristics, resulting in better targeted campaigns with improved ROI.

Design A/B tests

Designed A/B tests in PPC campaigns, landing pages, lead communication, and pricing strategies resulting in improved ROAS for those initiatives.

Customer behavior analysis

Collected and analyzed data on customers to understand their buying habits, website behavior, and satisfaction levels, leading to improved services and optimized campaigns.

Measurement and optimization of ROI in PPC campaigns

Tracked PPC campaigns to monitor metrics such as conversion rate, CTR, CPC, and % engagement, allowing for identification of areas for improvement and increasing ROI.

Implementation of PPC promotional campaigns

Designed and implemented multiple PPC campaigns through FB ads resulting in an average CPC of \$0.13 better than the industry average and an average ROAS of 9.19:1.

[Check out my work](#)

Hard skills

Data Analysis

- *Machine learning
- *Reports and Dashboards
- *Predictive models
- *Classification models
- *Forecast
- *Statistical tests
- *Data extraction, cleaning and analysis

Digital Marketing

- *SEO
- *PPC
- *Content
- *Website design
- *Social Media
- *Email Marketing
- *Branding

Education

Degrees

"IBM Data Science Professional Certificate"

IBM / March 2023 - Present

"Google Data Analytics Professional Certificate"

Google / April 2022 - October 2022

"Google Digital Marketing & E-commerce Professional Certificate"

Google / July 2022 - January 2023

"Google Project Management: Professional Certificate"

Google / July 2022 - January 2023

"Bachelor's degree in Electronics and Telecommunications Engineering"

Universidad Tecnológica de Panamá / Jan 2014- Dec 2019

"High School Diploma in Science, Literature, and Philosophy"

Colegio Javier / 2000 - 2013

Certifications

"Statistics for Data Science and Business Analysis"

"Microsoft Excel -Excel from Beginner to Advanced"

"Microsoft Power BI Desktop for Business Intelligence"

"Ultimate Google Ads Training 2021: Profit with Pay Per Click"

"SEO Training Masterclass 2022: Beginner To Advanced SEO"

"The complete 2022 Web Development Bootcamp"